GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-1244
ANSWERED ON- 11/02/2021

FACILITIES TO WEAVERS IN ODISHA

1244. SHRI ASHWINI VAISHNAW:

Will the Minister of TEXTILES be pleased to state:

(a) the facilities Government is providing to the weavers in Odisha to promote handlooms and marketing of hand-made sarees and other items; and

(b) whether a textile park could be established in Odisha wherein all the traditional weavers would be given priorities to establish their units so that they can make their living out of it?

ANSWER

THE MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a): The Government of India has been implementing National Handloom Development Programme (NHDP) all across India for handloom weavers including State of Odisha. The details of facilities provided to weavers under various components of NHDP are as under:

i. Handloom Marketing Assistance (HMA) provides marketing platform to the handloom weavers/agencies to sell their products directly to the consumers through organizing expos/events in domestic and international market. During FY 2017-18 to FY 2019-20, 14 marketing events were sanctioned in Odisha.
ii. In view of the Covid-19 pandemic, Handloom Export Promotion Council (HEPC) organized 07 International Fairs in virtual mode, facilitating marketing and sales of handloom products in the domestic and international markets.
iii. A social media campaign #Vocal 4 handmade was launched on the 6th National Handloom Day by the Government, in partnership with all stakeholders, to promote the handloom legacy of India and to ensure people's support for the weaving community with several e-commerce players reporting an increase in sales of Indian handloom products.
iv. During August-October 2020, 18 out of 534 of Chaupals were organised in the state of Odisha to educate the weavers to avail benefits of various handloom schemes meant for their welfare and socio-economic development.
v. To enable handloom weavers/artisans/producers to sell their products directly to various Government Departments and organizations, over 5900 weavers and Handloom entities from Odisha have been onboarded on the Government e-Market place (GeM)portal.
vi. A Design Resource Centre has been set up in Weavers Service Centre, Bhubaneswar with the objective to build and create design-oriented excellence in the Handloom Sector.
vii. The weavers were also facilitated to participate in various craft melas held in different parts of the country, including Toshali Mela in the state of Odisha and in Dilli Haat, New Delhi to sell handloom products.

viii. To extend the benefits of various handloom schemes to the weavers/workers and for catering to the needs of the weavers and craftsmen, formation of 8 producer companies were facilitated in Odisha.

ix. Sant Kabir Award, National Award, National Merit Certificate are also conferred in the field of Weaving, Design & Development and Marketing of Handloom Products for recognizing the outstanding work done by the weavers in Handloom Sector.

x. 'India Handloom' Brand (IHB) was launched for branding of high-quality handloom products to promote production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment. Handloom Mark is promoted which gives the assurance that the products are handwoven. GI-registered handloom products are also promoted under GI act, 1999.

xi. 23 E-commerce entities have been engaged for on-line marketing of handloom products.

xii. During FY 2017-18 to FY 2020-21(till January 2021), 11 Block Level Clusters have been sanctioned under NHDP.

xiii. Under Concessional Credit/Weaver MUDRA Scheme, during FY 2017-18 to FY 2020-21 (till January 2021), loans at concessional rate amounting to Rs 7.89 crore have been sanctioned to 1503 beneficiaries.

(b): No proposal is pending with the Ministry of Textiles for setting up Textile Park in State of Odisha.

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